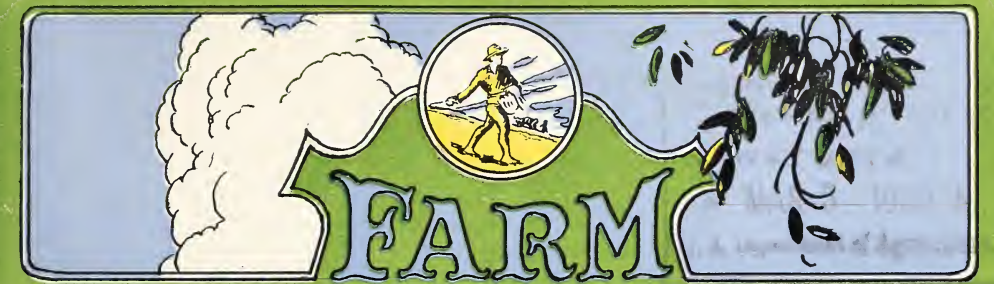


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MICHEL'S'

SEEDS

1930

They will insure your Crops!



HENRY MICHEL'S SEED CO.
FOND DU LAC - - - - - WISCONSIN

To Our Customers



You have probably had a good year on your farm. While no one is getting immensely rich most people who managed well have been getting a fair return from their farms for several years past. You have been more prosperous than some in your neighborhood because you have been just a little more painstaking. Among other things you recognize that it is necessary to produce the maximum crops for it is just that little extra production that means the difference between profit and loss. Crops are the foundation upon which every farm business is built.

It should be apparent to everyone that good crops cannot be grown from inferior seeds. Yet there must be some who deliberately shut their eyes against their own interests for there is still some poor seed sown and the demand for it is so keen that prices on it are away above their true value—often very nearly as high as for select stock. For that class of farmers, there is no hope of prosperity

until they begin to put their brains as well as their backs into their affairs.

My entire life has been devoted to a study of farm crops. I recognize the importance of good seeds to successful farming and my training has placed me in a position to furnish them to you. I believe that I can conscientiously claim that I can help you grow better crops. I consider that my duty to the community. We aim, of course, to make a profit. You will concede that one who renders a service is entitled to it. But it is dependent on large volume. The percentage is so small that if we gave it all to you, you would scarcely know the difference. We are building this business for the future and with that thought, the welfare of our customer is always given the first consideration. To one whose only object is profit there are hundreds of ways open to cheapen quality at your expense. A glaring example of this occurred last spring when many of our competitors sold cheap Turkestan alfalfa seed which is so poorly adapted that the government stains it red to warn farmers against it. There was a huge profit made in this seed but we would be ashamed ever to face our customers again if we had been guilty of selling them any such stuff. There is more profit in the inferior seed because it sells for far more than it is worth.

We hope you will find this booklet interesting and instructive. It is our way of asking for your seed business. Our prices are very modest and we feel sure we can help you to make more money by furnishing you the best seed obtainable.

Henry Michels

CONDITIONS OF SALES. We guarantee all seeds bought of us to prove perfectly satisfactory to the customer or they may be returned and we will cheerfully refund amount paid with freight charges, but we will in no case be responsible for any greater amount, nor can we make any adjustments after seeds are planted as they are then beyond our control.

ORDERS BOOKED FOR LATER SHIPMENT. If you want to take advantage of present market conditions, but are not ready to receive the seed, send us 20% of the amount of your order and we will hold the seed until you want it.

SAMPLES. We are glad to send free samples of any grains, clovers or grass seeds for inspection before buying. However, the customer runs no risk in sending his order for any kind of seed without samples as he will get just as good seed and is protected by our liberal guarantee of "money back if not satisfied".

HOW TO SHIP. Orders of 100 lbs. or over nearly always go cheapest by freight. As freight moves rather slowly, try to get your orders in early. Express shipments are quicker and perfectly safe but cost more. Small orders often can be sent economically by parcel post and this service has especial value as goods are delivered right to your door if you live on a rural route.

SAFE DELIVERY GUARANTEED. We deliver all seeds to the carrier in good condition and guarantee that they will reach the customer safely. If bags are torn and some seed is lost customers should be sure to have the agent make note of the damage on the receipt or expense bill. Send this expense bill to us and we will make a fair adjustment.

BAGS. Bags are charged extra at cost in the case of most seeds. Full information concerning this will be found in the price list. Be sure to allow the extra cost of bags wherever required.



A corner of one of our warehouses showing part of our seed corn and sweet clover, cleaned, tested, and piled up, waiting for your orders. Stocks begin coming in right after harvest time and our cleaners immediately begin work on the seed and keep on until spring.

Our 1930 Stock of Seed Corn

Seed corn has always been a leader with us — in fact we started the seed business by producing the best corn possible on the theory that no crop requires so little seed per acre as corn and yet no crop so often fails just because the few pounds of seed required was of an inferior quality.

From a very small start our seed corn business has grown to large proportions because the seed we furnish has so clearly demonstrated its ability to produce superior crops. Farmers have found, year after year, that this seed eliminates their worries which they formerly had about their corn crops. They know our corn is bred to produce the biggest crops, that it is acclimated to their conditions and, most important of all, that it has the vigor and vitality that insures a strong, healthy, and even stand of corn even under unfavorable conditions. We consider it very flattering that the most extravagant claims our competitors make for their own seed is that it is "as good as Michels".



Demonstration on University Farm showing what a difference there may be in seed corn cured by different methods. Both lots planted to seed that was the same in all particulars except that one had been hung in open shed while the other was cured with furnace heat and forced ventilation. Both lots germinated 97% in the tester but when planted in the field and followed by bad weather the open air corn rotted but the fire dried corn came through with nearly perfect results. Hundreds of farmers have told us that our kiln dried corn came through bad weather strong and vigorous, while other seed they had had to be replanted.

MICHELS' SEED CORN WILL INSURE YOUR CROP

Our corn for the season of 1930 is kiln dried, high germination, early maturing and in all respects equal to the corn we have been selling in the past.

The factor that has had most to do with the exceptional success of our seed corn is our special system of drying. The moisture content which in one hundred pounds of ripe corn amounts to thirty-five to forty pounds must be dried out rapidly and thoroughly; rapidly in order to stop growth of molds and invisible fungous diseases which sap vitality of the germ; and thoroughly so that the cold weather will not tear apart the delicate little life cells by freezing and expanding the moisture.

In our method of drying the ears are all laid out on wire racks to permit a free circulation of air around them. A warm blast of air is brought into the building at one end and is forced by seven large circulating fans through the corn and out of the building at the other end. We operate day and night and in a short time the seed is dry and hard as a brick and retains all the life and vigor with which nature endowed it.

Such a system, of course, is expensive but by running on a large scale we hold costs down to a minimum.

"Enclosed is Illinois Bulletin 294 which I promised to send you. The data does not give the whole story. Golden Glow ranks very much higher than the figures indicate. The data is based on the same thickness of planting and on the total dry matter as a basis for yield. Thicker planting would have brought your corn higher in yield. Golden Glow produced a much better quality corn also.

I wish you could see the splendid corn we grew from your seed stocks."

Wm. G. Eckhardt, DeKalb, Ill.

Michels Strain Golden Glow (Wis. No. 12)

This is the same strain with which we began business twenty-one years ago. It was then a new variety just brought out by Professor R. A. Moore, of the Wisconsin Experimental Station, and we were the first to distribute it in this territory. Practically all the Golden Glow here traces its origin to our seed.

Golden Glow immediately became immensely popular and to this day remains by all odds the most preferred variety. The more people know it the better they like it.



Its beautiful golden yellow suggests the name. Ears are so well set and compact that they surprise everyone with their weight, and its early maturity results in sound corn with high feeding value.

Its outstanding characteristic, of course, is its early maturity combined with astonishing yielding power. Farmers are coming to realize that even for silage it is necessary to plant a strain that is early enough to develop a good ear with plenty of grain. Late varieties yield more tonnage per acre but such silage has a high water content, is very sour and really harmful to the digestive tracts of cattle. Our twenty-one years of work have resulted in a

corn that is fully ten days earlier than average Golden Glow, making it particularly valuable for the Lake Counties in Eastern Wisconsin and can be grown well up to the north central portions of the state.

Our Golden Glow is grown from our own seed near Fond du Lac, cured in our big drier, high germination, butts and tips graded out and is seed of as fine quality in every way as any we have ever had.

Cold Resistant Golden Glow

The same characteristics as regular Golden Glow but is especially bred to withstand cold weather at planting time. It is therefore popular in the northern portions of the state where the growth of the dairy industry has made a silage crop necessary. Prices on page 20.



A field of our Golden Glow on the farm of Mr. H. G. Taylor, Mauston, Wis. A thrifty stand of corn is the most productive crop on the farm. Saving a few cents on seed often results in keen dissappointments.

Nebraska Grown Golden Glow

For several years we have been handling seed corn grown for us in Nebraska. We furnish the seed to our growers and take back the crop in the fall. We can sell this corn at a low price and it has given exceptional satisfaction. Remember that this corn has been grown away from home only one year and that it is produced from our own extra early strain which facts should be borne in mind in comparing it with ordinary Nebraska grown corn usually found on the market. The corn is kiln dried, high germinating, and butts and tips are graded out. Prices on page 20.



Large Type Golden Glow

This corn was bred in La Crosse County. It is larger than our own strain and a beautiful lot of corn. About a week later than Michels Golden Glow. Kiln dried in our own drier, butts and tips graded out, and of high germination. Prices on page 20.

Early Murdock

Every year, we have some call for this corn so we are listing it. It is a wonderfully fine, typey corn, large well set ears, and good stalk. The name tends to convey the impression that it is an extra early corn and it is so considered in Southern Wisconsin where it is splendidly adapted. However, in Fond du Lac territory it should be regarded as about a week later than Michels Golden Glow. Wisconsin grown, kiln dried, butts and tips graded out and high germination. Prices on page 20.

Northern Yellow Dent (Wis. No. 25)

Section of one of the drying racks in our corn house.

This is the earliest dent corn worth growing. It was developed at the Spooner Experiment Station in Northern Wisconsin by Professor E. J. Delwiche, with the object of meeting the requirements of the short season in that latitude. It is becoming very popular there. It has a smaller ear and stalk than Golden Glow and of course will not yield as high, but it is, nevertheless, an excellent corn in its place.

Our stock of Wisconsin No. 25 was grown for us in Fond du Lac County from seed we secured in Northern Wisconsin. It is very early. The seed is fire dried, butts and tips graded out and strong germination.

Prices on page 20.

Silver King (Wis. No. 7)

This old standby continues to be popular in certain regions in the southern part of the State. A white dent with splendid ear development and very leafy. It is about two weeks later than our Golden Glow and because of this, we do not recommend it in the central areas of the state. It is not a safe crop at Fond du Lac but west of us on the lighter areas there is a little grown with success. Our stock is Wisconsin grown, fire dried, and high germination. Prices on page 20.

Smut Nose Flint

An extra early strain for those who must plant late or for the extreme northern corn growing areas. Our stock is Minnesota grown. Prices on page 20.

Stowell's Evergreen

This is a late variety of sweet corn. It grows very large with a high sugar content and is especially valuable to feed green from the field. An enormous yielder of good green feed but we do not recommend it for the silo. Prices on page 20.

Red Cob Fodder

This is a southern grown white dent corn with a red cob. It is an immense yielder of forage and is desirable for late summer feeding, direct from the field. It will not mature in Wisconsin and while many people mix some of this with earlier corn to use for silage we do not recommend this practice. Prices on page 20.



Seed Grains

Our large seed grain business is the result of furnishing our customers stock that has grown better crops for them. There is no need for you to change seed unless you are going to get something better than you already have.

Our stocks are grown from the latest bred and most improved strains which we secure from the University. We use endless care in supervising the growing to keep them from being mixed, clean them most carefully with machinery that is not surpassed in any plant. They are free from weed seeds, bright, plump, high germinating stock. Yet the volume of business permits us to sell this high class stock at prices that are surprisingly low.

You cannot afford to buy any seed grain unless it is really going to improve your crop.



Wisconsin Wonder Oats (Ped. No. 1)

A medium late oat. The variety to grow on heavy rich ground as it has a strong straw and will stand up under unfavorable conditions. This strain was bred at Madison by Professor Moore, and is probably grown more widely in the state than any other. It is a very consistent yielder. The grain is white and rather slim. It has a thin hull and weighs well to the bushel. Prices on page 20.

Swedish Select (Ped. No. 5)

This is another variety bred at Madison. It is intended for the lighter soil, for gravelly hills and other places where there is not much danger of lodging. Grows larger in straw than Wisconsin Wonder. The grain is large and plump and when sown on the right kind of ground is a high yielder. Prices on page 20.

"I bought clover seed from you two years ago and was well pleased with it. I expect to buy more seed soon."

Respectfully, Edwin A. Biddick, Montford, Wisconsin.

Forward Oats (Ped. No. 1241)

This is a new variety developed by the Wisconsin Experiment Station at the branch station near Ashland. It traces back to Silver Mine—an old favorite with many farmers. It has the earliness, stiff straw, and all the other good qualities of Silver Mine with a generally improved character which makes it a very desirable oat on heavy, rich land, particularly in the northern parts of the state. In appearance it is much like Pedigree No. 1 described in the foregoing paragraph. The grain is slender but very meaty. We secured our seed direct from the Ashland Station. Prices on page 20.



Forward Oats

and when ground they look like flour.

Our demand for this oat is increasing every year and there is a good reason for it. Prices on page 20.

State Pride Oats (Ped. No. 7)

This variety is commonly known as Yellow Kherson. Becoming more and more popular every year. They have solved the oat growing problem on dairy farms where clovers are grown extensively and where so much manure goes on the land that all other varieties go down.

They will lodge also when conditions are very bad but the straw is so thin that it does not break and the grain will mature into good heavy crop.

The most valuable feature of this oats is its extreme earliness. They ripen as early as barley. This nearly always enables them to get ahead of the rust and the hot scorching weather which so often ruin the later varieties. This makes them an excellent nurse crop. On Golden Glow Farm we sow all of our alfalfa with this grain and seldom have a failure.

Kherson oats are yellow in color and small and slim in kernel. But they surprise everyone by their wonderful yielding power and on an average, year after year, they will outweigh anything we know of. The hull is thin as tissue paper



Kherson Oats
Note the large head and
compare with short straw

"The oats I got from you is sure fine stuff."

Ben Wilberscheid, Valders, Wisconsin

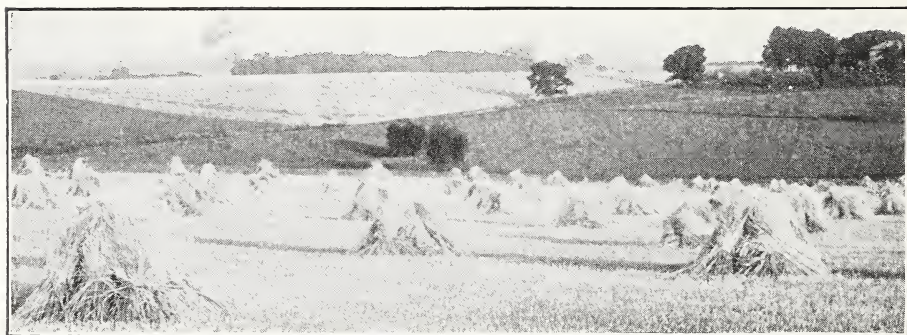
"I have recommended your seeds to many of my friends."

John Mishak, Eagle River, Wis.

Progress Spring Wheat (Ped. No. 16-11)

By all odds the most satisfactory spring wheat we have ever seen. Five years ago we secured just a few bushels of this wheat from Professor Delwiche, who originated the strain. Since then we have distributed thousands of bushels and its popularity is still growing.

Its outstanding qualities are its earliness and its disease resisting straw. It is practically immune to black stem rust. Over a five year test at the Marshfield Experiment Farm, it outyielded the next best variety by $7\frac{1}{2}$ bushels per acre. In a good year, Marquis will yield possibly a little better, but the average is brought up by its better performance during unfavorable seasons. As stated above, it is early—about ten days ahead of ordinary varieties. Straw is short and very stiff. Heads compact and bearded. Grain is large, plump, and beautiful. This wheat is growing in popularity fast and has a great future. Prices on page 20.



Field of Progress Wheat

Marquis Spring Wheat

The best known spring wheat in this country and Canada. Milling qualities are unsurpassed. Under favorable conditions it is the highest yielding strain. Beardless, a vigorous grower, very strong straw, medium early. Our stock is very fancy being grown from seed secured from the Experiment Station. Well cleaned, free of oats or weeds. Prices on page 20.

Speltz or Emmer

This grain is hardy and drought resistant and will do well on any fairly good soil. Has stiff straw and seldom lodges and it is splendid feed especially for poultry. It can be sown later than any other grain and make a fair crop. Prices on page 20.

Flax

Locally grown stock. Nice bright seed well cleaned and free from false flax or other weeds. Flax is scarce and considerably higher this year. Prices on page 20.

Buckwheat

For late sowing. Some put in buckwheat after taking off canning peas and thereby get two crops from the land. Requires only about thirty pounds of seed per acre. We have both the Silver Hull and Japanese varieties. Prices on page 21.

Wisconsin Pedigree Barley

Wisconsin is known the world over for its barley and the Pedigree strain developed at the Experiment Station has been responsible for this. Long years of careful work by Professor Moore resulted in barley that is so resistant to disease, strong in straw, and wonderful in yielding powers that the world has nothing to compare with it.

Barley is a good crop for feed production on the heavier soils of the state. It is a sure cropper, yields high and pound for pound is almost equal to corn in nutritive value. Besides it always has a ready cash value whenever there is a surplus on the farm. Pedigree barley is grown for us from parent stock grain secured from the Experiment Station and it is pure, bright, plump grain. Prices on page 20.

Velvet (Barbless) Barley

The distinguishing feature about this new grain is that, while it has beards, they have no barbs or hooks upon them. They are smooth and will not irritate or stick to clothing or elsewhere. Neither will they cause soreness in the mouths of stock. The disagreeable beard on common barley has kept many people from sowing this valuable grain.

Velvet barley is as pleasant to handle as oats. Think what this means in harvest time and also when handling the straw in winter.

In the field the grain looks and grows just like the old fashioned kind. Its yielding quality and all other characteristics, except for the barb, are the same. It has a strong straw and seems to be very resistant to barley stripe disease.

Velvet barley was bred by the Minnesota Experiment Station. We have had it here for two years now and our growers think very highly of it. They have discontinued raising other varieties. Supplies are still a little scarce and prices a bit higher than for other barley. Prices on page 20.



Dwarf Essex Rape

Used extensively for hogs, sheep and cattle. Can be sown alone early in spring using five pounds seed per acre. Two pounds per acre sown on spring grain after the latter has well sprouted, will make good pasture, after harvest, for sheep. Prices on page 21.

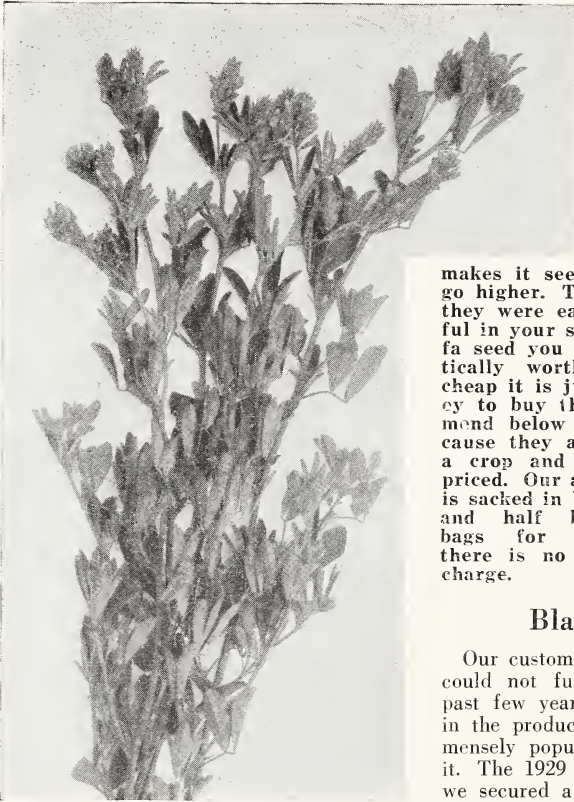
"I had two sacks of velvet barley from your company. It was very good."

*B. C. Lassee,
Stratford, Wis.,
R. 2*



Prof. R. A. Moore of the University inspecting a field of our Pedigree Barley on the farm of one of our growers near Fond du Lac, Wis.

Alfalfa



Alfalfa prices are much lower than they were a year ago and should encourage farmers to greatly increase their acreage of this wonderful hay.

Some seed producing regions had almost complete failures and supplies are short so that the prices are at their present modest levels mainly in sympathy with low priced clover. This

makes it seem probable that prices may go higher. They are already higher than they were early in the season. Be careful in your selection of the kind of alfalfa seed you sow. Some strains are practically worthless and while they are cheap it is just like throwing away money to buy them. The strains we recommend below are a much better buy because they are reasonably sure to make a crop and they are but little higher priced. Our alfalfa is sacked in bushel and half bushel bags for which there is no extra charge.



Black Hills Alfalfa

Our customers have felt badly because we could not furnish them this seed for the past few years on account of crop failures in the producing regions. The strain is immensely popular with those who have used it. The 1929 crop again was very short but we secured a fair amount of the seed anyway. It is not as fancy in appearance as our Montana but is high in purity and

strong in germination, and has the wonderful hardiness for which Black Hills alfalfa is famous. Prices on page 21.

Montana Alfalfa

Montana had a good crop of alfalfa seed for the first time in several years. It is of fine quality. Montana seed has proven hardy in Wisconsin and ranks among the best strains. Most of our seed comes from the Yellowstone Valley. Prices on page 21.

Idaho Alfalfa

Idaho produces some very fine alfalfa that is fairly hardy in Wisconsin but for the small difference in price it is much safer to sow our Black Hills or Montana seed. Prices on page 21.

Utah Alfalfa

This has proven so unsatisfactory in Wisconsin that we have not handled it in some years.

Canadian Variegated Alfalfa

The crop failed.

Turkestan Alfalfa

Alfalfa seed from Turkestan, South America, Africa, and several other regions has been found by the United States Department of Agriculture to be so poorly adapted that they require 10% of it to be stained red as a warning to farmers to leave it alone. While such seed may sometimes produce a crop under special favorable conditions it does not pay to sow it and we will not handle it. A farmer cannot afford to take a chance on it.

Grimm Alfalfa

Grimm alfalfa is without question the hardiest seed available. While it is not absolutely winterproof, it does come through many times when other strains kill out. The objection to it has been the high price. This is partly removed this year as there is much less difference between the prices of Grimm and common than there has ever been before.

In buying Grimm alfalfa, please bear in mind that all of our seed is state sealed and certified. Officials of the state where it is grown inspect the fields for Grimm characteristics of growth and they seal the bags at the huller to prevent adulteration. We are specially authorized by the western growing states to clean this seed and when it is thoroughly refined by our machines the Wisconsin officials again seal the bags and attach colored tags to denote the official grades. Blue tag seed is the very fanciest quality. Red tag is good seed but in several respects may be slightly inferior to the Blue. Yellow tag is certified only as being genuine Grimm. Additional information as to percentage of purity, germination, etc., is provided on the regular tags which are required for all seeds.



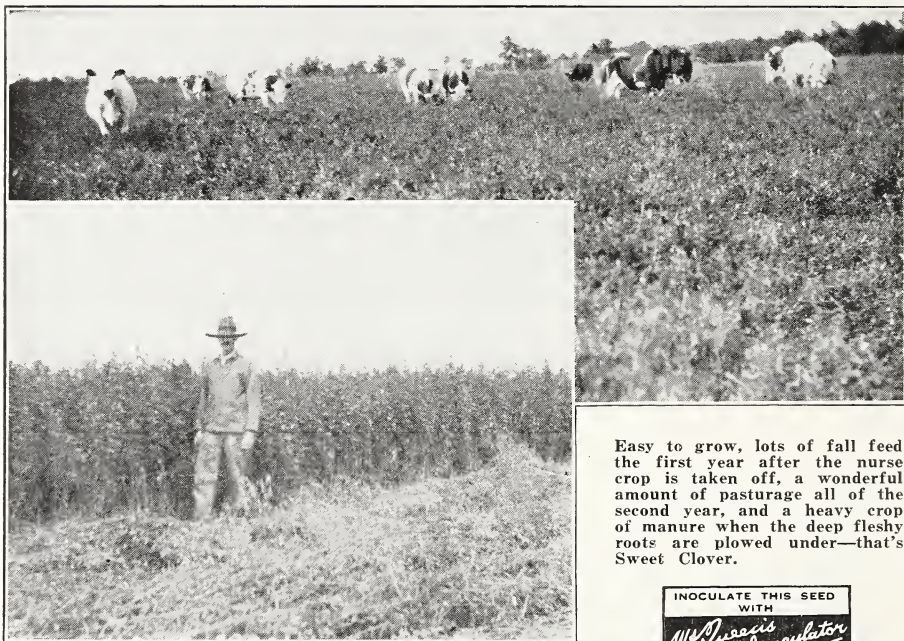
Inspection of one of the alfalfa trial plots at the Experiment Station where hundreds of lots of seed from every region on earth are tested year after year to determine their fitness for Wis. farms.

This year, we secured our Grimm alfalfa from growers in Montana as the crop there was brighter and plumper than in most other states. Grimm is put up in bushel and half bushel sealed bags for which there is no extra charge and an official grade tag is affixed to each bag. All of our Grimm is officially field inspected, sealed and certified, and you take no chance in buying it. Prices on page 21.

"All seeds arrived in fine shape and everyone has been well satisfied."

Carl E. Jessen, Jr., Withee, Wisconsin

Sweet Clover



Easy to grow, lots of fall feed the first year after the nurse crop is taken off, a wonderful amount of pasturage all of the second year, and a heavy crop of manure when the deep fleshy roots are plowed under—that's Sweet Clover.

This crop has come to fill an important place in farming. It is easy to grow, the seed is cheap, and it produces more feed per acre than any other kind of pasture crop. Moreover, the feed is of high protein content and a good milk producer. While cattle dislike it at first, when once accustomed to it they take it readily. It is first out in spring and supplies an abundance of forage during July and August when other pastures dry up.

It should be sown with every acre of grain which is not seeded to other clovers. It will pay its cost over and over in fall pasturage or even as a manure crop when turned under. It is also valuable as an emergency hay crop when other clovers have killed out. Sown alone early in May it will, under fair conditions, make a heavy hay crop by the end of August. The first year's growth is not coarse and it makes a very good hay.

There is a place for sweet clover on every farm and the seed is very cheap this year. Our stocks are bright, plump, free of noxious weeds, and high germination.

Common White Blossom Sweet Clover

This is the variety most commonly used. It is the largest growing and its coarseness is not objectionable for pasture. Prices on page 21.

Grundy County or Dwarf Sweet Clover

Similar to the common white blossom but is smaller and finer and on that account best for hay. For pasture there is little to choose between the Grundy and the common. Prices on page 21.

Yellow Blossom Sweet Clover

This grows much finer than white. It will not yield as much but some claim a finer quality. Our own opinion is that there is little place for it on account of its smaller growth. Prices on page 21.

Alborea

This yellow blossom strain was introduced by Prof. Moore from Alberta. He finds it more leafy and finer than the other varieties and recommends it highly. Prices on page 21.

Hubam

The difference between this and the common white blossom sweet clover is that it will produce seed the first year it is sown whereas the other requires two years. It undoubtedly has a place where this characteristic is desired.

Stop Your Smut Losses

Corona Oats Dust an inexpensive and effective control

Grain diseases, each year, take a heavy toll of our crops. Diseased plants are always more numerous than a glance over a field indicates. They are stunted and do not show up plainly. Oat smut alone frequently reduces yield by as much as 50%.

This is a needless loss and can easily be prevented. Most grain diseases are carried on the seed and a very simple treatment pays big dividends. In fact, the difference in value between a crop raised from treated seed as compared with one raised from untreated stock may easily account for a profit on one farm and a loss on another.

Corona is a tested and proven control for smut and other seed borne diseases. The Wisconsin Experiment Station has tested it carefully and in their circular No. 133 they say it has given good control and that in many cases increases of ten bushels per acre have resulted. A pound is sufficient for five or six bushels.

Prices: 8 oz. \$.40; 1 lb. \$.60; 5 lbs. \$2.25. Can be sent by freight with your order for seeds or separately by either freight or express. Cannot be sent by mail.

Du Bay Semesan Jr.

Du Bay Semesan Jr. is a special disinfectant for seed corn. It controls ear, root and stalk rot and other diseases carried on the seed. It stimulates germination and makes healthier, more productive plants. Especially should it be used on all seed corn dried by ordinary farm methods.

Semesan Jr. is easily applied to seed corn at the rate of three ounces to the bushel. Its cost is insignificant and its use may mean an increase of 10% to 40% in your crop. It cannot injure the seed. May be shipped along with other seeds you order or separately, either by freight or express. It cannot be mailed.

Prices: 4 oz. \$0.50; 1 lb. \$1.75; 5 lbs. \$8.00; 25 lbs. \$31.25.

"I have about seven acres of your Cold Resistant Corn that is the talk of the surrounding country. It has come along fine and forged way ahead of anything around here." Yours truly,

Clinton A. Bryant, Benton, Wis.

"Your catalog of seeds received and as I have had seeds from your house before I know that they are of the highest standard."

A. C. Drewelow,
New Hampton, Iowa

Clovers



After a number of years of very short crops, the country has once more raised a good supply of clover. As a consequence, prices are ridiculously low and certainly there is no longer any excuse for not sowing it liberally on every farm.

When prices were so high many farmers reduced the quantity sown per acre below the necessary amount and the old meadows were left longer than was good practice. Now, this is all changed and not an acre of grain should be planted without clover. Even if it is not needed the next year, it will pay for itself over and over its soil enriching properties when

in fall pasturage the same year it is sown, and by it is plowed under.

We are located in the heart of one of the best clover seed producing districts in the world. It is among the hardiest seed known and the quality this year is very fancy. Buying our supplies direct from the growers, cleaning with our own up-to-date machinery we can furnish this seed at exceptionally favorable prices.



Medium Red Clover

This is the old standby. More farmers rely on it than on all other clovers combined. All of our seed is grown in the immediate vicinity of Fond du Lac. It is bright, plump, well cleaned, free of noxious weeds, and as winter hardy as any seed known. Prices this year are very low. Prices on page 21.

Mammoth Clover

Also called sapling or pea vine clover. Larger and coarser than medium and will thrive better on acid soils. Grown near Fond du Lac and the price this year is very low. Prices on page 21.

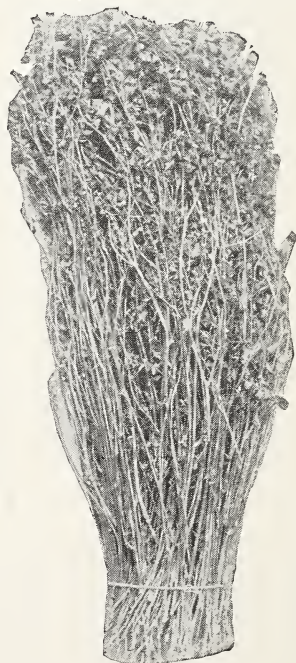
Alsike

Alsike is a perennial clover of high feeding value and exceedingly hardy. It is especially adapted to low flat land where other clovers kill out.

All our alsike is cleaned over gravity cleaner so that it is free of Canada Thistle with which practically all seed is infested. This machine also removes light weight shrunken seeds and other impurities resulting in seed of superb quality. Much of the alsike produced in 1929 contains more or less white clover and can be bought very cheap. We are listing only seed of high purity but have the mixtures and if interested send for samples. Prices on page 21.

White Clover

Also called Dutch and Stone Clover. The finest pasture plant in the world and is found in all the best lawn grass mixtures. Write for samples and prices.



Mixed Clover and Timothy



Most of these so-called mixtures on the market are nearly clear timothy, containing but a small percentage of the higher priced clovers. We make up our mixtures to run about 50% clovers and 50% timothy. The clovers consist mainly of alsike with a sprinkling of white and some red blended with the right amount of timothy to make a very good seed to sow for either hay or pasture. Where seeds like the above grow together, it is impossible to separate them and they sell at a discount. For this reason mixtures cost less than the same seeds

bought separately. Well cleaned and free of noxious weeds. Prices on page 21.

Timothy

Timothy is the most widely grown grass in America. It is a vigorous grower, very hardy, and a sure crop. Cut early as when grown with red clover and alfalfa, it makes a hay of high nutritive value. The seed is cheap and three to five pounds per acre should always be sown with all clovers and alfalfa. It increases the yield and in cases of severe winters it averts a failure by thickening up to take the place of clover plants killed out. While timothy is somewhat higher than the ridiculously low prices of the past few years, it is still very cheap and should therefore be sown liberally.

Our timothy is northern grown, free from noxious weeds, and high germination—the best we can get. Prices on page 21.



Red Top

A valuable grass for both hay and pasture, especially adapted to low, poorly drained land where clover kills out. It should be used in all mixtures where hard pan comes close to the surface. It is hardier under such conditions than timothy.

Kentucky Blue Grass (June Grass)

One of the most widely used pasture grasses. It is very nutritious and grows throughout the season. It is the foundation of all the best lawn grass mixtures. The cheaper grades of this seed are light in weight and chaffy. We handle 21 pound seed, the best quality obtainable.

Sudan Grass



This grass, introduced from the deserts of Africa by the United States Department of Agriculture, has proven a valuable emergency hay crop in this territory. Its feeding value is high and stock eats it with great relish. On rich ground, it makes a very large tonnage. Do not sow until June 15th as it likes a warm seed bed. Sow heavily to prevent coarseness. Not less than 20 pounds is recommended and 30 pounds is better. Prices on page 21.

Millets

The culture of millets dates back to very ancient times. They are staple crops in many regions of the earth—even in some places in the United States.

In Wisconsin their use is limited almost entirely to hay production in seasons when the regular clover or alfalfa hay crop has killed out. They can be sown after the grain and corn have been put in and still make an enormous growth by the end of the season. The variety to use is largely a matter of personal preference.

GERMAN MILLET. Also called Golden Millet. Most popular variety of all. Fast and heavy growing. Sow at least 30 pounds per acre. Prices on page 21.

HUNGARIAN MILLET. Preferred by some who consider it better adapted to cool growing conditions than the other varieties. Sow 30 pounds per acre. Prices on page 21.

JAPANESE MILLET. Usually called Billion Dollar Grass. Rather coarse. Best for low ground. Sow twenty pounds per acre. Prices on page 21.

Golden Glow Lawn Seed

This is a combination of the best grasses for a permanent lawn—Kentucky Blue Grass, White Clover, Red Top, Woods Meadow Grass, etc. Do not confuse this with the cheap grasses so often sold which are made up from the chaff of the above named seed and timothy. They are dear at any price.

Stock Vegetables

MANGEL WURZEL. Mammoth Long Red. An enormous yielder of a very palatable feed. As the name implies, it is red skinned and long tapering shape. Frequently grows to 20 pounds.

GOLDEN TANKARD. Yellow skin and rich looking yellow and white flesh. Shorter and thicker in proportion than the red. A heavy yielder and many poultry men think it higher in feeding value.

PURPLE TOP RUTABAGA. In demand for sowing in new cut-over land. Makes a heavy yield and can be used for table or stock.

Soy Beans



Every farmer on the lighter soils should plan on an average of soy beans every year. While they are a good crop on all types of soil, they are particularly needed on the sandy areas as they are about the only feed high in protein and soil building properties that thrives under such conditions.

Soy beans are an excellent feed for all classes of stock. As hay they are equal to alfalfa; the threshed bean is richer than oil meal; mixed with corn for silage, they increase the tonnage and add to the protein content; for hogging down especially for shoats, they promote a rapid and healthy growth; they are one of the best crops to turn under as green manure. On the heavy soils they fit in as a quick hay crop when the acreage of clover or alfalfa is short for any reason and thousands of farmers would not think of planting any corn for silage without mixing in soy beans. Soy beans, being a leguminous crop, require inoculation the first time they are grown on a field and we strongly urge you to order a supply of INOCULATION for this purpose along with your soy beans. It is a good investment and may mean the difference between success and failure.

MIDWEST. We recommend this bean for silage all over Wisconsin except in the northern areas where Ito San or Manchu should be used because of their earliness. Midwest grows larger than the earlier varieties and holds its leaves longer. The taller growth makes them easier to harvest. They will not mature in Wisconsin in an ordinary season but they are early enough to make the maximum development of feed. Prices on page 20.

ITO SAN. This is one of the oldest varieties and remains the most popular. It is a yellow bean, early enough to mature as far north as central and northwestern Wisconsin and makes a good silage and hay bean even in the northern portions. Most of our stock is Indiana grown. It is a little cheaper than Wisconsin grown seed and is probably a little heavier yielder. Will mature only two or four days later than the Wisconsin seed. Prices on page 20.

MANCHU. A yellow variety which is very popular in Iowa and some other states. Also preferred by some in Wisconsin. We have made close observation and cannot see any difference between it and the Ito San either in length of growing season or yield. Our seed is Indiana grown. Prices on page 20.

WISCONSIN EARLY BLACK. The earliest bean we know of. Will mature almost anywhere in Wisconsin. Not as heavy a yielder as Ito San or Manchu. The color of the seed is black. A good bean for the north but does not grow large enough in southern sections. Prices on page 20.

Field Peas

WHITE CANADA. (Also called Yellow Canada.) This is the variety most commonly used for stock feed.

The farmers in this territory find peas a profitable crop to grow and they fit in well with our system of farming. The threshed peas makes a splendid high protein feed for all kinds of stock and is especially good for poultry and young hogs. As a hay crop they are equal to clover in yield and percentage of protein and of course make a crop the same year as sown. Peas should be more generally grown on the heavy richer soils. Plant as early as you can get on the ground sowing 90 pounds of peas and 32 pounds of oats per acre. Use a grain drill and cover rather deeply. Professor Morrison of the University has found that hogs turned into a stand of peas, oats and rape have made the greatest profit per acre of any crop under test.

**Hardy
Little
Workers**

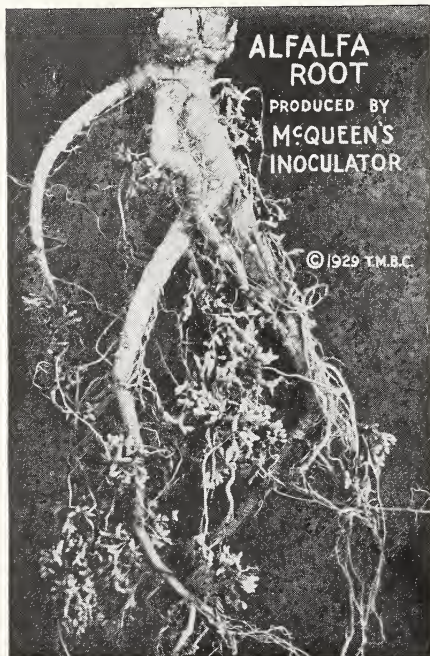


**Make
crops better
and soil richer**

Alfalfa, clovers, peas, beans, soy beans and vetches (all pod bearing plants) grow better and also enrich the soil, when they are inoculated. Such legumes have nodules on their roots. These nodules extract nitrogen from the air. Plants without nodules cannot do this. McQueen's Dust-Kote produces nodules on legume roots.

McQueen's Is Easy to Use

McQueen's Dust-Kote Inoculator is in a dry powder form, very hardy bacteria not subject to the rapid deterioration of wet, or semi-dry cultures, or those requiring water in their use. It sticks to seed without water—coats them—you simply dust it on, either in your seeder or with a mixer. Complete directions on every package. Seed may also be treated—rebagged and stored—(under proper storage conditions) several weeks before sowing. Saves time and labor.



Retail Prices

For Clovers or Alfalfa

(State Which)

½ bu. size—inoculates 30 lbs.	-----	\$.50
1 bu. size—inoculates 60 lbs.	-----	1.10
2½ bu. size—inoculates 150 lbs.	-----	1.75

For Soy Beans or Peas

(State Which)

1 bu. size—inoculates 60 lbs.	-----	\$.50
2 bu. size—inoculates 120 lbs.	-----	1.00
5 bu. size—inoculates 300 lbs.	-----	1.75
10 bu. size—inoculates 600 lbs.	-----	
(Soy Beans only)	-----	2.50

"Your shipment of Progress wheat received and it looks very good. If you have additional Progress wheat kindly ship me five bushels more."

U. S. Ebner,
Devils Lake, N. D.

"All of the seed that I bought of your company have proved satisfactory and I always recommend your seed to my friends. I think about 90% of the farmers are not particular enough in their selection of seeds."

F. A. Kitson, Plymouth, Wis.

FOND DU LAC, WISCONSIN

Please forward in accordance with the terms of your guarantee the seeds named below:

DATE TO SHIP

\$

HENRY MICHELS SEED CO.

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PRICE LIST

[SUBJECT TO CHANGE]

PRICE LISTS. The prices in effect at the time this catalog is printed are shown below. Markets fluctuate during the season and we get out special price lists as conditions warrant.

TERMS: Terms are strictly cash with order or cash on delivery. In the later case, the cost of collection is to be borne by the customer.

For description of items, please refer to catalog on pages as indicated.

CONDITIONS OF SALES. We guarantee all seeds bought of us to prove perfectly satisfactory to the customer or they may be returned and we will cheerfully refund amount paid with freight charges, but we will in no case be responsible for any greater amount, nor can we make any adjustments after seeds are planted as they are then beyond our control.

All prices are for our best grades of seeds with high purity and germination. Tests shown below are approximately correct but will vary slightly with different lots. Write for samples and tests if wanted. Prices on cheaper grades on request. Where quantities permit, corn, soy beans, flax, etc., can be sacked in one bushel bags at 16c each or half bushels at 11c.

ALL PRICES F. O. B. FOND DU LAC

Index Page	KIND OF SEED	Germin- ation	Price per bu.	5 bu. at	10 bu. at
SEED CORN. Bags free.					
3	Golden Glow (Wis. No. 12) home grown-----	99	\$4.75	\$4.60	\$4.50
4	Golden Glow, large type -----	96	4.25	4.10	4.00
3	Cold Resistant, home grown -----	99	4.75	4.60	4.50
4	Cold Resistant, Nebraska grown -----	96	3.25	3.10	3.00
4	Early Murdock, Wis. grown -----	95	4.25	4.10	4.00
5	Silver King (Wis. No. 7) Wis. grown -----	95	4.25	4.10	4.00
5	Wisconsin No. 25, Wis. grown -----	95	4.75	4.60	4.50
5	Smut Nose Flint, Minn. grown -----	95	4.75	4.60	4.50
5	Stowell's Evergreen, 16 cts. per lb. -----	90			
5	Red Cob Fodder -----	95	2.25	2.10	2.00
SOY BEANS. 2 bu. burlap bags 15¢.					
17	Ito San -----	95	3.25	3.15	3.10
17	Manchu -----	95	3.00	2.85	2.75
17	Midwest -----	95	4.20	4.10	4.05
17	Wisconsin Black -----	95	5.00	4.85	4.75
PEAS. Bags included.					
18	White Canadian -----	95	3.60	3.45	3.35
SEED OATS. Bags Free. Purity					
7	Yellow Kherson (Wis. No. 7) -----	95	1.15	1.00	.95
6	Wisconsin Wonder (Wis. No. 1) -----	95	1.15	1.00	.95
6	Swedish Select (Wis. No. 5) -----	95	1.15	1.00	.95
7	Forward (Wis. No. 1241) -----	95	1.15	1.00	.95
7	White Cross (Wis. No. 19) -----	95	1.15	1.00	.95
BARLEY. 2½ bu. burlap bags 15¢.					
9	Wisconsin Pedigree -----	98	1.30	1.25	1.20
9	Velvet Barley (Minn. No. 445) -----	98	1.55	1.45	1.40
WHEAT. 2½ bu. cotton bags 35¢.					
8	Marquis -----	98	1.90	1.80	1.75
8	Progress (Ped. M. 16-11) -----	98	1.90	1.80	1.75
8	SPELTZ. Bags free, 40 lb. bu. -----	96	1.35	1.20	1.10
BUCKWHEAT. 2 bu. cotton bags 35¢.					
8	Silver Hull -----	95	1.65	1.55	1.50
8	Japanese -----	95	1.65	1.55	1.50
8	FLAX. 2½ bu. cotton bags 35¢ -----	90	4.50	4.35	4.25

Less than bushel of any variety at bushel price plus 15 cents service charge.

For description of items, please refer to catalog under respective headings.

For description of items, please refer to catalog under respective headings

BAGS—Wherever stated bags are charged extra as follows: 2½ bushel seamless cotton grain bags, 35c each; one bushel size, 16c; half bushel size, 11c.

Germination shown is total live seed; i. e., those that germinate immediately, plus hard seeds.

Index Page	KIND OF SEED	Purity	Germination	Bushel	100 Lbs.	500 Lbs.
	ALFALFA. Bags included. See above.					
10	Black Hills grown -----	99	97	\$18.00	\$.30	\$.29½
10	Montana grown -----	99	95	18.00	.30	.29½
10	Idaho grown -----	99	97	15.60	.26	.25½
	GRIMM ALFALFA. Sealed bags included.					
11	Montana grown, Extra No. 1 -----	99	95	25.20	.42	.41½
11	Montana grown, No. 1 -----	99	95	24.00	.40	.39½
	CLOVERS. Bags extra. See above.					
14	Medium Red, extra fancy, Wis. grown---	99	95	14.40	.24	.23½
14	Medium Red No. 2, Wis. grown -----	99	94	13.20	.22	.21½
14	Mammoth, Wis. grown -----	99	96	14.70	.24½	.24
14	Alsike, extra fancy, Wis. grown -----	98½	96	13.80	.23	.22½
14	Alsike with 5% white clover -----	95	95	12.60	.21	.20½
14	White (write for samples and prices)					
15	Clover and Timothy, 50% clovers -----	99	95		.14	.13¾
	SWEET CLOVER. Bags extra. See above.					
13	White Blossom -----	99	96	6.00	.10	.09¾
13	Yellow Blossom -----	99	97	6.60	.11	.10½
13	Grundy Co. or Dwarf -----	99	94	6.00	.10	.09¾
13	Alborea -----	99	90	9.60	.16	.15½
13	Hubam (Annual Sweet Clover) -----	99	95	15.00	.25	.24½
15	TIMOTHY. Bags extra. See above ---	99	96	4.05	.09	.08¾
	EMERGENCY CROPS. Bags extra. See above.					
	Common Millet -----				.05	.04¾
16	German Millet -----				.06	.05¾
16	Hungarian Millet -----				.07	.06¾
16	Japanese Millet -----				.09	.08½
16	Sudan Grass -----				.09	.08½
	MISCELLANEOUS. No bag charge.					
15	Red Top -----	one lb. @	35¢	five lbs. @	30¢	Write for prices on larger quantities
15	Kentucky Blue Grass -----	one lb. @	45¢	five lbs. @	40¢	
17	White Clover -----	one lb. @	40¢	five lbs. @	35¢	
16	Golden Glow Lawn Seed -----	one lb. @	40¢	five lbs. @	35¢	
9	Dwarf Essex Rape -----	one lb. @	15¢	five lbs. @	12¢	
16	Mammoth Long Red Mangel -----	one lb. @	50¢	five lbs. @	45¢	
16	Golden Tankard -----	one lb. @	60¢	five lbs. @	55¢	
16	Rutabaga, purple top -----	one lb. @	60¢	five lbs. @	55¢	
18	Inoculation. See page 18.					
13	Corona Oats Dust (for grains)		Semesan Jr. (for corn)			
8 oz. size -----	\$.40	4 oz. size -----	\$.50			
1 lb. size -----	.60	1 lb. size -----	1.75			
5 lb. size -----	2.25	5 lb. size -----	8.00			

